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cont

A is a moiety which is chromophoric within the UV radiation range of wavelengths to provide UV absorbing activity to the compound of formula I, wherein moiety A comprises one divalent group or two monovalent groups, with at least one group having carbonyl (C=O) functionality,
R₆ is independently linear or branched C₁-C₈ alkyl, and
R₅ is linear or branched C₁-C₈ alkyl.

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8-alkyl-3

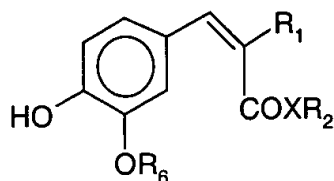
15. (AMENDED) A compound selected from the group consisting of
iso-propyl-alpha-acetyl-3-methoxy-4-hydroxy cinnamate,
iso-amyl-alpha-acetyl-3-methoxy-4-hydroxy cinnamate,
2-ethylhexyl-alpha-acetyl-3-methoxy-4-hydroxy cinnamate,
di-(2-ethylhexyl)-3-methoxy-4-hydroxy benzylidene malonate,
diisoamyl-3-methoxy-4-hydroxy benzylidene malonate,
dipalmitoyl-3-methoxy-4-hydroxy benzylidene malonate,
di-dodecyl-3-methoxy-4-hydroxy benzylidene malonate,
di-isopropyl-3-methoxy-4-hydroxy benzylidene malonate,
di-(2-ethylhexyl)-3-methoxy-4-hydroxy-5-isopropyl-benzylidene malonate,
di-isoamyl-3-methoxy-4-hydroxy-5-tert.butyl-benzylidene malonate,
iso-amyl-alpha-acetyl-3-methoxy-4-hydroxy-5-isopropyl cinnamate, and
iso-amyl-alpha-acetyl-3-methoxy-4-hydroxy-5-tert.butyl cinnamate.

A3

32. (AMENDED) A personal care formulation which comprises a compound of claim 1 in an amount effective to protect formulation ingredients from oxidation.

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Please add new claims 34-50 as follows:

--34. (NEW) A compound of the formula below



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wherein

R₁ is selected from the group consisting of -C(O)CH₃, -CO₂R₃, -C(O)NH₂, -C(O)N(R₄)₂, and -CN;

X is O or NH;

R₂ is linear or branched C₁ to C₃₀ alkyl;

R₃ is linear or branched C₁ to C₂₀ alkyl;

each R₄ is independently hydrogen, or linear or branched C₁ to C₈ alkyl;

and R₆ is C₁ to C₈ alkyl;

subject to at least one of provisos a)-e):

- a) R₁ is -CO₂R₃ and R₃ is linear or branched C₃ to C₂₀ alkyl,
- b) R₁ is -C(O)N(R₄)₂ and at least one R₄ is linear or branched C₁ to C₈ alkyl,
- c) R₂ is linear or branched C₃ to C₃₀ alkyl
- d) X is NH or
- e) R₆ is C₂ to C₈ alkyl.

- 35. (NEW) A compound of claim 34 wherein R₁ is -CO₂R₃ and R₃ is linear or branched C₈ to C₂₀ alkyl.
- 36. (NEW) A compound of claim 34 wherein R₁ is -C(O)N(R₄)₂ and at least one R₄ is linear or branched C₁ to C₈ alkyl.
- 37. (NEW) A compound of claim 34 wherein R₂ is linear or branched C₈ to C₂₀ alkyl.
- 38. (NEW) A compound of claim 34 wherein X is NH.
- 39. (NEW) A sunscreen formulation comprising a compound of claim 2 in an amount effective to absorb illumination in a range above 320 nm wavelength.
- 40. (NEW) A sunscreen formulation comprising a compound of claim 34 in an amount effective to absorb illumination in a range above 320 nm wavelength.

41. (NEW) A sunscreen formulation as in claim 39 comprising an additional organic sunscreen agent for filtering UV-B , UV-A rays or both.
42. (NEW) A sunscreen formulation as in claim 40 comprising an additional organic sunscreen agent for filtering UV-B , UV-A rays or both.
43. (NEW) A personal care formulation that comprises a compound of claim 2 in an amount effective to absorb illumination in a range above 320 nm wavelength, a cosmetically acceptable carrier and at least one cosmetic adjuvant selected from the group consisting of preservatives, antifoams, perfumes, oils, waxes, propellants, dyes, pigments, waterproofing agents, emulsifiers, surfactants, thickeners, humectants, exfoliants and emollients.
44. (NEW) A personal care formulation that comprises a compound of claim 34 in an amount effective to absorb illumination in a range above 320 nm wavelength, a cosmetically acceptable carrier and at least one cosmetic adjuvant selected from the group consisting of preservatives, antifoams, perfumes, oils, waxes, propellants, dyes, pigments, waterproofing agents, emulsifiers, surfactants, thickeners, humectants, exfoliants and emollients.
45. (NEW) A method of protecting a substrate from UV radiation which comprises applying a sunscreen formulation of claim 39 to said substrate.
46. (NEW) A method of protecting a substrate from UV radiation which comprises applying a sunscreen formulation of claim 40 to said substrate.
47. (NEW) A method of improving the photostability of a sunscreen formulation said method comprising adding a compound of claim 2 to

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said sunscreen formulation in an amount sufficient to improve the photostability of said sunscreen agent.

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48. (NEW) A method of improving the photostability of a sunscreen formulation said method comprising adding a compound of claim 34 to said sunscreen formulation in an amount sufficient to improve the photostability of said sunscreen agent.
49. (NEW) A personal care formulation which comprises a compound of claim 2 in an amount effective to protect formulation ingredients from oxidation.
50. (NEW) A personal care formulation which comprises a compound of claim 34 in an amount effective to protect formulation ingredients from oxidation.--
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